

24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 1 OF 2
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) American Crossroads		FEC IDENTIFICATION NUMBER ▼ C C00487363	
Check If <input checked="" type="checkbox"/> 24-hour report <input type="checkbox"/> 48-hour report <input type="checkbox"/> New report <input checked="" type="checkbox"/> Amends report filed on		MM / DD / YYYY 11 / 04 / 2012	

Full Name (Last, First, Middle Initial) of Payee CROSSROADS MEDIA LLC			Date MM / DD / YYYY 11 / 03 / 2012	
Mailing Address 66 CANAL CENTER PLAZA STE 555			Amount 210000.00	
City ALEXANDRIA	State VA	Zip Code 22314	Transaction ID : E.001	
Purpose of Expenditure TV / MEDIA PLACEMENT		Category/ Type	Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President State: _____ District: _____	
Name of Federal Candidate Supported or Opposed by Expenditure: BARACK OBAMA			Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought 91149491.99			Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____	

Full Name (Last, First, Middle Initial) of Payee CROSSROADS MEDIA LLC			Date MM / DD / YYYY 11 / 03 / 2012	
Mailing Address 66 CANAL CENTER PLAZA STE 555			Amount 2400250.00	
City ALEXANDRIA	State VA	Zip Code 22314	Transaction ID : E.002	
Purpose of Expenditure TV / MEDIA PLACEMENT		Category/ Type	Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President State: _____ District: _____	
Name of Federal Candidate Supported or Opposed by Expenditure: BARACK OBAMA			Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought 91149491.99			Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____	

(a) SUBTOTAL of Itemized Independent Expenditures.....	4500250.00
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures.....	

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.

Caleb Crosby

[Electronically Filed]

Date

MM / DD / YYYY
11 / 03 / 2012

Signature

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(SCHEDULE E)

PAGE 2 OF 2
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NAME OF COMMITTEE (In Full) American Crossroads		FEC IDENTIFICATION NUMBER ▼ C C00487363	
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Full Name (Last, First, Middle Initial) of Payee CROSSROADS MEDIA LLC		Date MM / DD / YYYY 11 / 03 / 2012	
Mailing Address 66 CANAL CENTER PLAZA STE 555		Amount 376423.55	
City ALEXANDRIA	State VA	Zip Code 22314	Transaction ID : E.003
Purpose of Expenditure TV / MEDIA PLACEMENT		Category/ Type	Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President State: _____ District: _____
Name of Federal Candidate Supported or Opposed by Expenditure: BARACK OBAMA		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought 91149491.99		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____	

Full Name (Last, First, Middle Initial) of Payee UPGRADE FILMS		Date MM / DD / YYYY 11 / 03 / 2012	
Mailing Address 3299 K ST NW, STE 200		Amount 5402.00	
City WASHINGTON	State DC	Zip Code 20007	Transaction ID : E.004
Purpose of Expenditure TV / MEDIA PRODUCTION		Category/ Type	Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President State: _____ District: _____
Name of Federal Candidate Supported or Opposed by Expenditure: BARACK OBAMA		Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought 91149491.99		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____	

(a) SUBTOTAL of Itemized Independent Expenditures.....	381825.55
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures.....	4882075.55

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.

Caleb Crosby

Signature

[Electronically Filed]

Date

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11 / 03 / 2012